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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR MAY 2017**

NEW YORK, June 14, 2017 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for May 2017.

Daily Average Revenue Trades (DARTs) for May were 211,516, an eight percent increase from April and a 42 percent increase from the year-ago period. Derivatives represented 32 percent of DARTs during the month. The Company added 46,839 gross new brokerage accounts in May and ended the month with approximately 3.6 million brokerage accounts—an increase of 20,415 from April.

Net new brokerage assets were \$1.4 billion in the month. During the month, customer security holdings increased by \$5.1 billion, and brokerage-related cash decreased by \$0.5 billion to \$52.2 billion. Customer margin balances increased \$0.2 billion, ending the month at \$7.7 billion. Customers were net buyers of approximately \$1.8 billion in securities during the month.

(more)

Monthly Activity Data

	May-17	Apr-17	May-16	% Chg. M/M	% Chg. Y/Y
Trading days	22.0	19.0	21.0	N.M.	N.M.
DARTs	211,516	196,022	149,475	8 %	42 %
Derivatives DARTs %	32%	31 %	24%	1 %	8 %
Gross new brokerage accounts	46,839	38,904	30,607	20 %	53 %
Gross new stock plan accounts	19,884	23,276	19,953	(15)%	— %
Gross new banking accounts	376	252	453	49 %	(17)%
Total gross new accounts	67,099	62,432	51,013	7 %	32 %
Net new brokerage accounts	20,415	10,695	8,448	N.M.	N.M.
Net new stock plan accounts	(3,467)	9,850	(1,187)	N.M.	N.M.
Net new banking accounts	(1,346)	(1,671)	(1,743)	N.M.	N.M.
Net new accounts	15,602	18,874	5,518	N.M.	N.M.
End of period brokerage accounts	3,552,328	3,531,913	3,273,314	1 %	9 %
End of period stock plan accounts	1,467,921	1,471,388	1,435,200	— %	2 %
End of period banking accounts	309,950	311,296	332,081	— %	(7)%
End of period total accounts	5,330,199	5,314,597	5,040,595	— %	6 %
Customer margin balances (\$B) ⁽¹⁾	\$ 7.7	\$ 7.5	\$ 6.5	3 %	18 %
Customer Assets (\$B)					
Security holdings	\$ 253.4	\$ 248.3	\$ 209.1	2 %	21 %
Sweep deposits	33.1	31.6	26.6	5 %	24 %
Customer cash held by third parties ⁽²⁾	10.3	12.1	9.7	(15)%	6 %
Customer payables (cash)	8.8	9.0	6.9	(2)%	28 %
Brokerage customer assets	305.6	301.0	252.3	2 %	21 %
Unexercised stock plan holdings (vested)	35.1	34.4	30.1	2 %	17 %
Savings, checking and other banking assets	5.2	5.3	5.3	(2)%	(2)%
Total customer assets	\$ 345.9	\$ 340.7	\$ 287.7	2 %	20 %
Net new brokerage assets ⁽³⁾	\$ 1.4	\$ (0.2)	\$ 1.2	N.M.	N.M.
Net new banking assets ⁽³⁾	(0.1)	(0.2)	(0.1)	N.M.	N.M.
Net new customer assets ⁽³⁾	\$ 1.3	\$ (0.4)	\$ 1.1	N.M.	N.M.
Brokerage related cash	\$ 52.2	\$ 52.7	\$ 43.2	(1)%	21 %
Other cash and deposits	5.2	5.3	5.3	(2)%	(2)%
Total customer cash and deposits	\$ 57.4	\$ 58.0	\$ 48.5	(1)%	18 %
Managed products	\$ 4.5	\$ 4.4	\$ 3.4	2 %	32 %
Customer net (buy) / sell activity	\$ (1.8)	\$ (0.5)	\$ (0.4)	N.M.	N.M.

(1) Customer margin balances include margin receivables held on the balance sheet and customer margin balances held by a third party.

(2) Customer cash held by third parties is held outside E*TRADE Financial and includes money market funds and sweep deposit accounts at unaffiliated financial institutions and customer cash held by a third party clearing firm. Customer cash held by third parties is not reflected in the Company's consolidated balance sheet and is not immediately available for liquidity purposes.

(3) Net new customer assets are total inflows to all new and existing customer accounts less total outflows from all closed and existing customer accounts. The net new banking assets and net new brokerage assets metrics treat asset flows between E*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials can be found on E*TRADE Financial's corporate website at <https://about.etrade.com>.

About E*TRADE Financial

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